Taxicabs at Twenty Cents A Mile After Oct. 1 Will Let Everybody Have a Ride The studied and am familiar with the London and Paris systems, and the only resson we have not been able to put the London system into operation in New York is owing to the fact that the laws of the city until recently prevented it. But as a result of the successful taxicab campaign the laws have been changed so that the same taxicab even

New Company, Using Ford Cars, Going Into
Business on London and Paris Basis

of Popular Service.

By Sophie Irene Loeb.

After a two-year incessant campaign on the part of The Evenins

World toward giving the public at the concerning the public and the public a

It is generally conceded there are no

this country, both having "grown up,"

Particular attention will be di-

rected to popularizing the taxicab

to its fullest value, so that hun-

dreds of people who rarely ride

in taxicabe on account of former

prohibitive rates may avail them-

selves of this form of transports.

tion at low rates all over the city.

When Mr. Holden was seen rela-tive to the new company, he said:

"This is to be a company with am-

ple capital which will own and op-

erate modern cars, and the manage-

ment will be along modern business

When asked what, in his opinion, the advent of the new company would have on existing conditions and the companies now operating he replied: "Our taxicab company will solve the taxicab problem in New York City to the satisfaction of the public and city officials, as well as the gentlement interested in the company and

TO EXPECT LOWER RATES.

with the theory so long advocated by The Evening World as to rates and public stands, and our plans are all drawn accordingly. Our cabs will be obtained by tele-phone on the streets and at all public hack stands."

EUROPEAN SYSTEM TO BE FOL-

LOWED HERE.

as it were, with the business.

World toward giving the public a popular taxicab service similar to that operating in Europe, such a service is to be realized in the an souncement to-day of a new taxicab

ormpany formed for that purpose.

It will be known as the Interna tional Cab Company and will begin operation Oct. 1, at which time at least several hundred cabs will be pu on the streets at a rate very near the prices charged in London and Paris-25 cents for the first half mile and five cents foe each additional quarter of a mile.

The men at the head of this cab company are well known in the taxleab business of this city. Mr. P. J. Holdsworth, formerly manager of the Yellow Taxicab Company and until recently manager of the combination company (the Mason-Seaman and Yellow Taxicab Company) will b general manager of this concern. It will be remembered that 600 drivers went out on a strike recently because he resigned as manager of the Mason-

Mr. Inveterate Smoker



It is unnecessary to inform you that the excessive use of TOBACCO leaves an unpleasant taste in the MOUTH, particularly noticeable in the morning. Eminent authorities tell us that the use of tobacco results in the transference of

If you MUST smoke TAKE PRECAUTIONS. The daily use of "ODOL" as a MOUTH-WASH is the SAFEGUARD that will render you practically immune from disease

"ODOL" will also sweeten the breath and keep the teeth in a healthy condition. eight drops in warm water Mornis Night. Rinse the mouth thoroughly.

Pleasant to the taste and delight-fully refreshing No Reliable Druggist Will Offer a Substitu GEO. BORGFELDT & CO. NEW YORK, BOSTON, CRICAGO, SAN FRANCISCO

Week OPENS AN ACCOUNT Down \$50 \$6 Down \$100 Down \$75 \$9 Down \$150

104 ST. L STATION AT CORNER COLUMBUS AVE. BET. 103 & 104 ST.



4 Rooms
Furnished
Small
Payments
5 Rooms
Furnished
118.75 LONG CREDIT, LOW PRICES AT

McEnery's

Brooklyn's Most Reliable Furniture and Carpet House 86-88-90 Myrtle Ave., Lawrence St., Store Closes Saturdays 1 F. M. During July and August.

Embarrassing Hairs Can Be Quickly Removed

Hairs can be easily banished from the skin by this quick, painless method: Mix into a stiff paste some powdered delatone in d water, spread on hairy surface and in 2 or 3 minutes rub off, wash the skin and it will be free from hair or bleminis. Excepting in very stubborn growths, one application is sufficient. To avoid disappointment, buy the delatone in an estimate of the London and Paris prices. In 1907 I anticology of the London and Paris prices. In 1907 I anticology of the London and Paris prices. In 1907 I anticology of the London and Paris prices. In 1907 I anticology of the London and Paris prices. In 1907 I anticology of the London and Paris prices. In 1907 I anticology of the London and Paris prices. In 1907 I anticology of the London and Paris prices.

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York, and from that date until now have been actively engaged in the practical working out of this business.
"I have studied and am familiar with the London and Paris systems,

"The London system operates without all the heavy expenses which are
attached to the New York system,
such as hotel, railroad and other
systems of commission for special
privflege under which the New York
business has been operated. The
London system is operated by a chain
of well regulated public hack stands
without the charging of any commistwo better informed taxicab men in without the charging of any commis-sion, so that every one doing business enjoys equal rights, and the cabs and

drivers are kept up to a high point of efficiency by city inspection.
"Our new company is going to put on the streets of New York a service-able cab which will be equal, if not superior, to any now operated, and will operate absolutely the same as the cabs of London and Paris. "The drivers will be selected with

"The drivers will be selected with
the greatest of care, and the cabs
will be kept in the most improved
sanitary condition.

"A feature of prime importance
in this new cab will be a taximeter on which the fare will be
ahown in one-inch figures, and a
passenger will be able to easily
read the fare on the face of the
taximeter when he is standing on
the sidewalk along side of the
cab.

which we are hope the fore will be a taxiof several ments we can hope the fore will be a taxiof several ments we can not several ments we can hope the fore will be a taxiof several ments we can hope the fore will be a taxiof several ments we can hope the fore will be a taxiof several ments we can hope the fore will be a taxiof several ments we can hope the fore will be a taxiof several ments we can hope the fore will be a taxiof several ments we can hope the fore will be a taxiof several ments we can hope the fore will be a taxiof several ments we can hope the fore will be a taxiof several ments we can hope the fore will be a taxithe fare will be a taxiof the fare of the fare will be a taxiof the fare of the fare will be a taxiof the fare of the fare will be a taxiof the fare of the fare of the taxiof the fare

"Our taxicab company will solve the taxicab problem in New York City to the satisfaction of the public and city officials, as well as the gentlemen interested in the company, and we will, in effect, drive out of business a lot of obsolete rattle-trap taxicabs.

"Some of the equipment at present employed in the taxicab business in New York City is deplorable and there is no excuse for a polley of high rates under the pretense of 'private service,' when the equipment employed in the so-called 'private service' is not any better than that employed in the public service at the reduced rates.

"For several years the taxicab operators have profited under the theory of P. T. Barnum's business policy; but the campaign of publicity which has been carried on by The Evening World has practically made this policy obsolets."

I informed Mr. Holden that Mr. William H. Barnard, the President of the Mason-Seaman Transportation, Company, had said his company will put about 200 taxicabs into service for about one-half of the present the public will avail themfurther declared: "The Mason-Seaman Company

Sixteen Still in Hospitals-No More Expected to Die.

given him this information yesterday.

"There is plenty of room in
New York City for a lot of taxicabs, and I am not so much concerned about what our competitors will do as I am about getting
our concern ready for business.

"This financial coup to show bankers that our new company will have
opposition comes a little late, but I
honestly hope this big company will
do this, because it will let New York
people know what they should have
had a long time ago. I very much
doubt, however, if they will ever do
this. Of course they have a lot of
equipment which is standing idle, but
it is all of the same type, and the WESTPORT, Conn., July 24 .- By order of Coroner John J. Phelan, the Norwalk police have arrested Sidequipment which is standing idle, but it is all of the same type, and the pretext of their wanting to do it at this time for the public benefit is pretty shallow; but if they do do it i'll be glad of it, and think all of their cars should be operated at a lower rate." ney Cook, conductor of the passenger trolley car in Wednesday's fatal wreck, and locked him up in default of \$2,000 ball. He refused to talk about the wreck until authorized to do so by the trolley company.

rate."
I informed him that Mr. Barnard has asserted that his company was going to have the cars on the streets in a few days. The motorman, Harold Hadin, who is in the hospital with a broken leg, is also under arrest, and Frank Ray-WELL TO EDUCATE THE PUBLIC mond and George East, the motorman and the conductor of the express car, which ran into the passenger car, are

"Well, I hope they do," replied Mr. Holden. "Our equipment isn't here yet, and somebody must begin this campaign of educating the public to a cheaper rate; besides, I never took any stock in the statements of the companies that they could not conform to existing ordinances as to rates, &c., and make money.

"We are going to give the public a new car adapted to the business, handled by competent, conscientious, safe and sober drivers, and they will carry passengers with safety and certainty to their destination at a rate which is only 4 cents a mile in excess of the rate charged in London. Our cars will be specially colored and equipped.

"We are practically in accord with the theory so long advocated by The Evening World as to rates." which ran into the passenger car, are under police surveillance.

Reports from the hospitals at Bridgeport and Norwalk indicate that all the injured are doing as well as could be expected, and no other deaths are looked for to add to the list of four actually killed in the wreck. There are still ten injured in the Bridgeport hospital and six more in Norwalk, the others having recovered sufficiently to be removed to covered sufficiently to be removed to their homes.

DONALD WORMSER HURT. New Yorker Hit With Club on Golf

Links at Lucerne. GENEVA, Switzerland, July 24 .-Donald Wormser of New York was knocked unconscious yesterday on the golf links at Axenfels, near Lucerne, where he was playing, when the club of another player accidentally struck him

Wormser received the blow by walking up to the tee as the other was about to play. The blow was delivered with full force.

GOES TO STARTING POINT NEXT WEEK

Final Tests of Third Motor, Now in Good Shape, Are Planned To-Day.

JEUT. PORTE SATISFIED.

On Trial Flight His Over-Ocean Craft Carries Load of 6,100 Pounds.

By Lieut. John Cyril Porte, R.N.

for shipment from New York to New Foundland next Friday. We practical to attempt the flight in Oc-must still count on the unforeseen, but tober, it is due to complete knowledge our hopes are higher than at any time since the experimenting began, for our craft was in the air last night with 2,600 pounds of useful lend and an actual load of 6,100. Final trials which it is nevertheless wise to foresee, said Henry Woodhouse. Every see, said Henry Woodhouse.

When we trim ship for the transatlantic voyage that gross tonnage will be all that we shall require the Rodman Wanamaker liner to carry. So last night, for the first time in several weeks, we all went to bed happy and satisfied, for the great mechanical riddle of lifting the America out of the water has been solved by the third engine and propeller.

Celebration scarcely found its appropriate setting in the victory. We are all engrossed in the work yet to be done. The tired, hungry workmen, still wet to their skins and unfed at 9 o'clock, went home for a good sleep. But one and all of them, from Glenn Curtiss, the builder, down through the shop apprentices, were in that state

of exuberation where we couldn't tell whether we were "darndest tirest or darndest 'appiest."

It still remains to be actually demonstrated by flight that the full load can be sustained in air and carried at required speed with two of the three engines. It was too dark last night to make that test, but when the craft was actually off the water the third was actually off the water the third motor was throttled down so that it was doing practically no work. There can be little doubt, therefore, of the actual success of the scheme to use the three engines to get off the water, and then fly with only two. TRIUMPHAL FLIGHT MADE UN-

DER ADVERSE CONDITIONS. The triumphant flight of the America with its weight of more than three tons, came at the dingy drizzling end of a day of paipitating hopes and fears. The third motor nad halfway failed us and the gloom of uncertainty weighted the already murky atmosphere. In the first flight early to-day Mr. Curtiss had taken the machine off the water with six men and the 600 pounds of sand

trial, coming to the surface in 25 seconds.

Here is the load taken off the water in this flight: Four men, 630 pounds; sand, 440 pounds; gasoline, 1,530 pounds; original boat, 2,900 pounds; third motor, 500 pounds; hydroplanes, 100 pounds.

This is probably an underestimate of the weight actually lifted. From this can be taken off before the time of flight from Newfoundland fifty pounds to be saved in reconstruction of the hydroplaning boards with lighter lumber, and at least 100 pounds in water soaked up during the rainy weather here. The 440 pounds of sand and 300 pounds represented in the weight of two extra men in to-night's cargo, give 740 pounds of capacity for fuel and provisions. This will be ample, as we have counted on not more than 2,000, or possibly 1,800 pounds of gasoline and 200 pounds of oil.

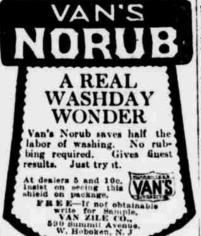
AERO CLUB HAS FAITH IN LIEUT. PORTE.

light issued the following statement: "The officers of the Aero Club of America are very pleased to learn that Lieut. Porte believes that in the event the flight is not made before Aug. 16 it can be made in October. "I have been closely connected with the Rodman Wanamaker trans-Copyright, 1914, by The Press Publishing Co.
The New York World.

(AR rights is the United States and Canada tion and through its development. I have been impressed by the wise. HAMMONDSPORT, N. Y., July 24.
—With actual demonstration by flight almost an assured success, we are all optimistic to-day in the hope that the America will be ready for shipment from New York to

of the conditions to be met and thor-ough preparation to meet them."
"The first flight across the Atlan-

to have been solved. The recent fights of eighteen, twenty-one and twenty-four hours without stopping have confirmed the thorough practicability of flying at night, and Lieut. was almost impossible to lift my Porte having navigated a submarine at night under the sea finds naturally that navigating an aeroplane over the sea is comparatively easy. Considered that way, we must agree with him—and we do—but we want Lieut. Friend to try Porte and Mr. Curtiss to feel that the I had taken aeronautical movement appreciates the stupendousness of the undertak-ing and would not feel impatient if ing and would not feel impatient if it should be necessary to postpone the attempt."



Want Pink Cheeks-Red Lips?

will put about 200 taxicable into service for about one-half of the present pick of the mass of the mass of the mass of them in addition to those of the would make the Masson-Seaman rate 20 cents for the first half mile and 6 cents for each additional quarter.

Mr. Holden said Mr. Rockwell, the President of the Yellow Taxicab Company, one of the companies making up the Mason-Seaman group, had given him this information yesterday.

There is plenty of room in New York City for a lot of taxicabs, and I am not so much concerned about two weeks.

There is plenty of room in New York City for a lot of taxicabs, and I am not so much concerned about what our competitors will do as I am about getting to rewill do as I am about getting to rewill do as I am about getting to rewill do as I am about getting to receive the concerned about two weeks.

Indust: To-Morrow at Westport—

"It is intended to give a thorough trial to the undertaking for the first about two services in the loaded up with a dotal weight of 2,100 pounds, mainly aboard. Then he loaded up with a dotal weight of 2,100 pounds, mainly aboard. Then he loaded up with a dotal weight of 2,100 pounds, mainly aboard. Then he loaded up with a dotal weight of 2,100 pounds, mainly aboard. Then he loaded up with a dotal weight of 2,100 pounds, mainly aboard. Then he loaded up with a dotal weight of 2,100 pounds, mainly aboard. Then he loaded up with a dotal weight of 2,100 pounds, mainly aboard. Then he loaded up with a dotal weight of 2,100 pounds, mainly aboard. Then he loaded up with a dotal weight of 2,100 pounds, mainly aboard. Then he loaded up with a dotal weight of 2,100 pounds, mainly aboard. Then he loaded up with a dotal weight of 2,100 pounds, mainly aboard. Then he loaded up with a dotal weight of 2,100 pounds, mainly aboard. Then he loaded up with a dotal weight of 2,100 pounds, mainly aboard. Then he loaded up with a dotal weight of 2,100 pounds, mainly aboard. Then he loaded up with a dotal weight of 2,100 pounds, mainly aboard. Then he loaded up with a

W. L. DOUGLAS *3.50, *3.75, *4, *4.50 & *5 SHOES *50ys' Shoes \$2.00, \$2.50 & \$3.00. Best in the World



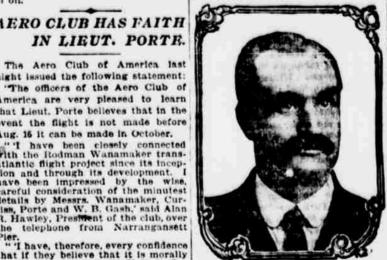
Call at any one of my 76 stores located in the large cities, and see for yourself the kind of shoes I am selling for \$3.50, \$3.75, \$4, \$4.50 & \$5. I am confident that after a careful examination you will be convinced that it is not economy to pay \$6.00 to \$8.00 for shoes any longer.

If the W. L. Douglas shoes are not for sais in your vicinity, order direct from factory, shoes for every member of the family, of all prices, posses free Write for I llustrated fartales showing how to order by mail.

W. L DOUGLAS STORES IN GREATER NEW YORK:

83 Wasses Street
155 Hreadway, corner Sth Street.
147 Hreadway, near 14th Street.
147 Hreadway, near 14th Street.
148 Breadway, near 14th Street. NEWARK-831 Broad Street, PATERSON-199 Market St., cor. Clark

JERSEY CITY-15 Noverk Avenue.



When asked for ...

publication he said:
"I have had stomach trouble for more that five years; gas formed almost continually; was bloated, nauseated, and felt at though I had a lump in my stomach after cating. possible problem connected with fac-ing a longer night in October seems my diet, I would suffer just the to have been solved. The recent same, and in spite of treatment by same, and in spite of treatment by

was almost impossible to lift my was almost impossible to lift my arm or use my shoulder. Sleep was impossible on account of the pain. and remedies pre ded did me little good. was advised by a friend to try Var-ne-sis, and before I had taken a dozen coses I began to feel better. My condition continued to improve until every sign of rheumatism and stomach trouble disappeared, a. I radually I gained in weight, so that to-day I am a well man and cannot say enough for this valuable remedy, Var-1. sis. I am giving this statement out in the hopes that some other sufferer may read it and be benefited as I

as read it and be benefited as I remedy made from herbs, roots and barks put together in such a manner that it gets the stomach, liver, kidneys and blood in good condition. thus removing the cause of rheuna-

It does not cont: the ordinary drugs so often give. for this condition. A newspaper devoted to the interests of rh uma.' sufferers will be mailed free of Carge to any one addressing W. A. Varney, Lynn. Mass. No sufferer can afford to be without it. A registered physician may be consulted free of charge at the New York office, 507 Fifth ave. It does not cont: the ordinary the New York office, 507 Fifth ave.,

Get Var-ne-sis at Riker-Hegeman and other reliable druggists now, to-day, and know what good health means.—Advt.



Until 6 o'Clock Saturday Diamond Rings 🖥 Guaranteed to Stand All Tests

Ladies' and Gentlemen's Sizes

In this lot you will find one-quarter carnt Diamonds for \$10 and \$15.00echalf carat Diamonds for \$20, \$30, \$42 and \$50. One carat Diamonds for \$39, \$48, \$40 and \$50. One carat Diamonds for \$39, \$48, \$40 and up to \$100, Other Diamonds weighing from one and a half to two carats from \$75 to \$100, All equally as cheap, weight and quality considered. We will explain the grades to you, showing the difference in color, quality and cutting; also guarantee the valuation or what you will have to pay for them at retail jewelry stores. This is the largest and least lot of genuine Diamond Rings we have had to offer this year at these prices, and we propose to give the public the benefit of them. We will not sell or show these Diamond Rings to Diamond Imperies, wholesale or Retail Jewellers. This sale is strictly for the public, and we reserve the right of not selling to any one connected with the Diamond or Jewelry trade. No mail orders filled.

Our Guarantee

Diamonds purchased from us can be er-changed at full value or returned for cash, less 10 per cent., within one year from date of sule. LOOK FOR THE NUMBER 180

I have no connection with the store next loor, which was made to imitate mine. 180 Breadway, New York

Open Until 6 e'Clock, Saturdays Insteaded

Broadway and Thirty-third Street

Store Open Saturday Until 12:30

Your last-minute needs can be filled with speed and precision in this Store of convenient and accurate service.

The July Clearance Presents New and Fine Opportunities in merchandise of the minute, backed by \$6,000,000 of stock now undergoing thorough sifting through the process of inventory. Hence the savings on goods

These Special Offerings Saturday:

For Men and Boys

you buy are concrete.

Men's \$8.50 "Palm Beach" Suits.... \$6.50 Men's \$5 and \$6 Flannel Trousers.... \$3.75 Men's \$9.50 and \$10 Motor Dusters....\$5 Men's and Boys' \$4 to \$6.50 Bathing Suits.....\$2.45 and \$40 Pope Bicycles, Coaster Brake \$24.50 Fourth Floor Men's \$1.50 and \$2 Soft Summer Shirts..... Men's 50c and 65c Neckties Men's \$1 to \$2 "Olus" Union Suits, "seconds". Men's 50c Pure Silk Socks, pair..... Men's \$3.75 Cane Umbrellas \$2

For Women and Children Women's \$37.50 Tailored Suits \$12.75 Women's \$5 Embroidered Organdie Blouses..... Women's \$6.75 and \$7.50 Maline and Grepe Brim Hats, Velvet Grown ... \$5 Women's 95c to \$1.50 White Felt Young Women's \$8.50 to \$10 Lingerie Presses. Young Women's \$12.50 to \$18.50 Summer Dresses \$7.50 Women's Chinchilla Sport Coats \$18.50

Women's Black Satin Bathing Suits \$3.95 Women's \$2.50 to \$4.50 Parasols, \$1.50 & \$2 Women's \$1.50 Handbags Women's 50c Silk Lisle Hosiery, pair Women's \$10.50 Imported Bracelet Watches ... Women's \$1 Milanese Silk Gloves. 16-button ... Women's \$1 Black Lisle Bathing

Combinations..... Women's \$1.50 Corsets, odd lots..... Women's \$1.50 DeBevoise Brassieres. \$1 Pink Corset Shop, Second Floor Women's \$2.25 Serpentine Crepe Ki-

monos. Women's \$1.75 Halcyon Petticoats. Women's \$1.25 White Tennis Oxfords, Women's \$25 and \$35 Crepe de Chine Linens yd. \$1 All-wool Navy Blue Storm Sorge,

48-in. yd. 50c Women's \$1.50 White Cordeline and Ratine Skirts
Women's Bathing Outfit of Suit, Cap and Shoes. \$1.85
Boys' \$3 and \$3.50 Khaki Norfolk
Suits, sizes 12 to 17 \$1.50
Boys' \$1.50 Nemo Scout Oxfords, sizes 5 to 10½, pair Balcony

For the Home 45c Snowwhite Turkish Bath Towels,

each.....Second Floor \$32 Domestic Sewing Machines \$27 \$40 Refrigerator, porcelain lined, 100 \$15 Table Reading Lamp, art glass

\$1.75 Bed Canopies, single bed size...\$1.50 \$2.50 Bed Canopies, full bed size....\$2.15 \$3.75 Standards for Bed Canopies\$3.25 45c mosquito netting, 8 yard piece ... 35c \$12.50 and \$14.75 Oriental Rugs. Mosul weave; size 3 ft. 6 in. x 5 ft.

\$5.50 to \$25 Algerian and Holland

\$10.50 Couch Hammocks Sixth Floor \$7.75 \$30 Circassian Walnut Dressers \$20 Seventh Floor

Victrola No. VI., \$25; 6 popular dance records, \$4.50; one needle, 35c; modern dance book without charge.....\$29.85

Miscellaneous

50c Fabric Linen Stationery in cab-